



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 09/15 thru 09/21.

(prices in dollars per carton)

Fri. Sep 15, 2006

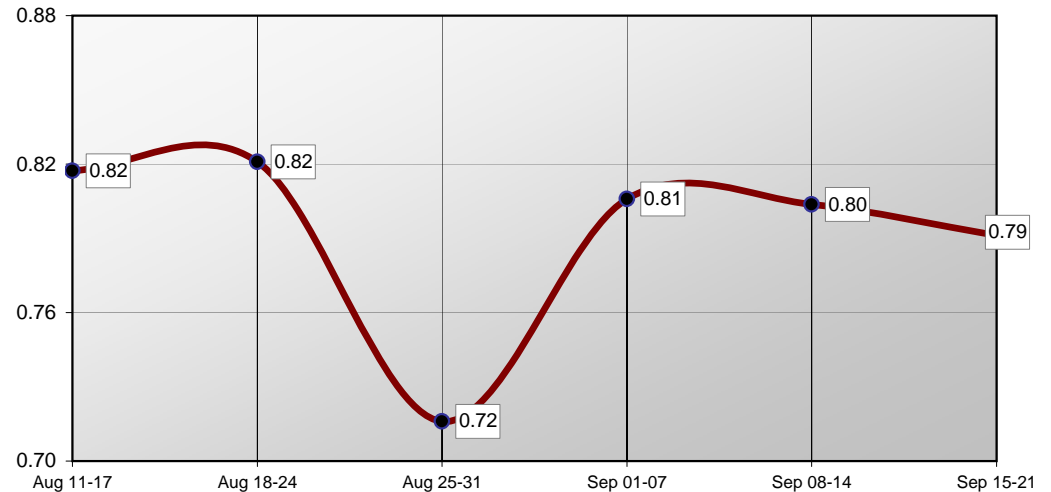
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		53.5% of 17,000 stores				45.3% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			180	1.10			600	0.95
	White 18 pack			820	1.13			280	1.16
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	50	0.83	2,900	0.77			1,880	0.77
SPECIALTY	White 18 pack			820	1.24			520	1.13
	Brown 12 pack			70	0.97				
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	110	3.59	770	3.11			930	3.06
	OMEGA-3								
LARGE	White 12 pack	20	1.99	860	2.40	20	2.19	1,310	2.40
	Brown 12 pack			110	2.29				
	CAGE-FREE								
	White 12 pack			320	2.34			140	2.49
Y	Brown 12 pack			660	2.52			890	2.89
	ACTIVITY INDEX SUMMARY			THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				4,840		3,280		Large Eggs on	
Specialty Shell Eggs				2,850		3,290		Sep-11-2006	
Total (including Medium)				7,720		7,090		487.5	
Special Rate 4/:				18.0%		15.7%		down 1%	

5/: Inventory in thousands of 30-dozen cases.

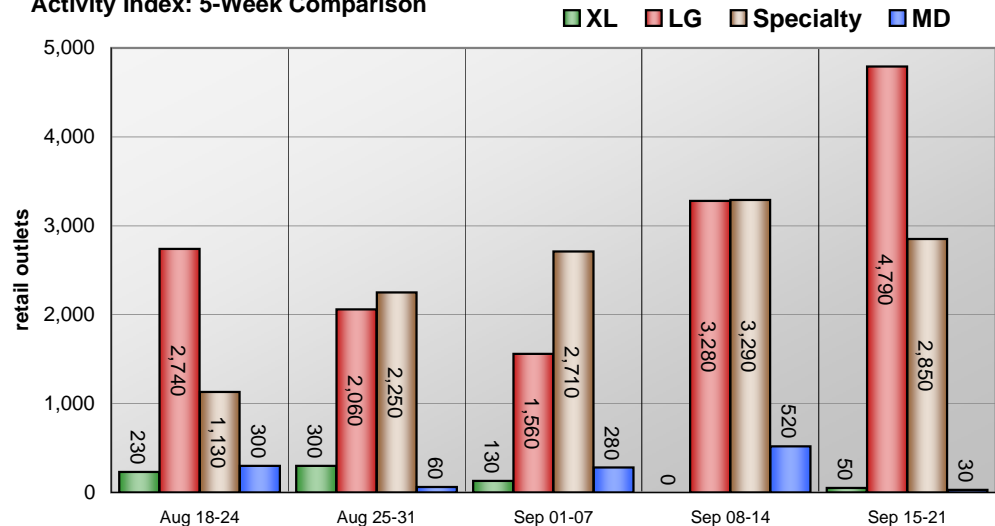
### Shell Egg Featuring - 09/15 thru 09/21

The feature activity on regular shell eggs, especially Grade A Large 12 pack, increased sharply over last week, mostly aided by major chains. More than half of all sampled stores are promoting eggs this week. The average price to consumers on Grade A Large white eggs continues lower. Ads on Extra Large and Medium eggs are difficult to find. The Northwest region remains active, followed closely by the Northeast region. Specialty shell egg features declined when compared to a week ago. Notably, specialty shell egg promotions are more visible towards the end of this ad cycle.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		71.6% of 3,900 sampled outlets Activity Index = 3,300 (includes Medium)						55.2% of 4,700 sampled outlets Activity Index = 1,570 (includes Medium)						37.9% of 2,800 sampled outlets Activity Index = 950 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.79 - 0.88	20	0.82				0.88	10	0.88				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.69 - 0.89	50	0.83	0.68 - 1.00	920	0.86				0.50 - 1.00	1,130	0.77				0.49 - 0.89	540	0.63
	White 18 pack				1.69	250	1.69										1.00 - 1.50	170	1.20
	Brown 12 pack				0.88 - 1.00	70	0.97												
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.59	110	3.59	2.50 - 3.79	570	3.26				2.50	10	2.50				2.50	10	2.50
	OMEGA-3																		
	White 12 pack				2.00 - 2.50	750	2.40	1.99	20	1.99	1.99 - 2.50	90	2.40						
	Brown 12 pack										2.29	110	2.29						
	CAGE-FREE																		
	White 12 pack										2.49	120	2.49				2.25	200	2.25
	Brown 12 pack				2.50 - 2.99	560	2.54				1.99 - 2.50	80	2.41				2.49	20	2.49
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		45.2% of 2,700 sampled outlets Activity Index = 1,320 (includes Medium)						36.3% of 1,900 sampled outlets Activity Index = 130 (includes Medium)						75.5% of 1,000 sampled outlets Activity Index = 450 (includes Medium)					
USDA GRADE AA	White 12 pack										0.99	10	0.99				0.99 - 1.29	140	1.16
	White 18 pack				0.99 - 1.50	420	1.09				0.99 - 1.50	120	1.34				0.99 - 1.69	270	1.09
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 0.79	310	0.78												
	White 18 pack				0.89 - 1.00	400	0.99												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.50	140	2.50										2.50 - 3.50	40	3.38
	OMEGA-3																		
	White 12 pack				2.28	20	2.28												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

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